

Applicant Initiated Interview Summary

Application No.: 10/701085		Applicant: Dabney et. al.			
Examiner: Floschade Anderson	Art Unit: 3623	Conf. #: 4427	Status: Final Rejection		
Tentative Participants:					
(1) Kevin Ransom (U.S. Counsel)		(2) Examiner Anderson			
(3)		(4)			
Date of Interview: TBD					
Type of Interview Requested:					
(1) <input checked="" type="checkbox"/> Telephonic		(2) <input type="checkbox"/> Personal		(3) <input type="checkbox"/> Video Conference	
Exhibit To Be Shown or Demonstrated: <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO					
If yes, provide brief description:					
Issues Discussed					
Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
Rejection	All	Cited prior art	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[X] Continuation Sheet Attached					
Substance of interview: See Attached.					
/W. Kevin Ransom/					
Applicant/Applicant's Representative Signature					
W. Kevin Ransom					
Typed/Printed Name of Applicant or Representative					
45,031					
Registration Number, if applicable					

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Substance of Interview Request:

The Office Action dated February 19, 2010 provides several proposed correlations between the *Island Data* reference and the claimed invention. Applicants seek to find clarifying language and/or arguments to distinguish the claimed invention from the *Island Data* and other cited references.

For example, in paragraph 8, the Office Action equates the customer service application of *Island Data* with the claimed content management system. Applicants respectfully submit that there is a significant difference between an online customer service system and a content management system that manages content that is published in a media such as on a web site. These systems are not equivalent. In paragraph 8, the Office Action alleges that it is obvious to route online submissions, but the key difference here is when routing occurs. In *Island Data* an online request is only routed when the user's question cannot be met by viewing online answers to frequently asked questions. In the claimed system, however, routing of an online submission is triggered when the online request is determined to include comments regarding published content. While the Office Action is possibly correct that theoretically the system of *Island Data* may forward online submissions that include comments regarding published content, there is nothing taught or suggested in *Island Data* that the inclusion of comments regarding published content can be the trigger for routing the online submission to an electronic content management system. The only triggering event that appears to be disclosed in *Island Data* is that the online submission by a user could not be answered by the "frequently asked questions" section. Using the fact that an online submission includes comments regarding published content as a triggering event for routing of the online submission is not taught, suggested, or even motivated by a reading of *Island Data*.

Claims 5 and 25 were also noted as of interest by Applicants. Claims 5 and 25 recite triggering monitoring a content accessing activity of a consumer based upon receiving a feedback message from the consumer. The monitoring is triggered based on the user providing feedback. While *Gardenswartz* discusses in general monitoring individuals using cookies, it nowhere teaches or suggests triggering the monitoring based first on receiving feedback from a consumer.